

NPL 09656765

8/5/1 (Item 1 from file: 15)
DIALOG(R)File 15: ABI/Inform(R)
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01286074 99-35470

****USE FORMAT 7 OR 9 FOR FULL TEXT****

Top 25 global marketing/ad/opinion research firms profiled

Anonymous

Marketing News v30n20 pp: H2-H19

Sep 23, 1996

CODEN: MKNWAT

ISSN: 0025-3790 **Journal Code:** MNW

Document Type: Journal article **Language:** English **Length:** 15 Pages

Special Feature: Charts

Word Count: 10227

Abstract:

Profiles of the Top 25 global marketing/ad/opinion research firms according to Marketing News magazine are presented. The leader is D&B Marketing Information Services. Its revenues in 1995 were \$2.388 billion, up 9% over 1994. D&BMIS, with operations in nearly 90 countries and about 25,000 full-time employees, consists of 3 marketing research D&B subsidiaries: A.C. Nielsen, Nielsen Media Research, and IMS International. The 2nd place features The Kantar Group Ltd., a subsidiary of WPP Group PLC. Its revenues in 1995 were \$432.9 million up 15.7% over 1994.

Company Names:

D & B Marketing Information Services

Kantar Group Ltd

Information Resources Inc (Duns: 09-473-8267 Ticker: IRIC)

GfK Holding AG

SOFRES Group SA

Geographic Names: US

Descriptors: Directories; Market research firms; Advertising agencies; Ratings & rankings; Statistical data; Manycompanies; Multinational corporations

Classification Codes: 8301 (CN=Advertising agencies); 9140 (CN=Statistical data); 9180 (CN=International); 9510 (CN=Multinational corporations); 9190 (CN=United States)

11/5/3 (Item 2 from file: 9)
DIALOG(R)File 9: Business & Industry(R)
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01988376 Supplier Number: 25489270 (USE FORMAT 7 OR 9 FOR FULLTEXT)

ExciteAtHome Matches Rich Media Ads To Viewers

(MatchLogic launching Internet advertising service allowing advertisers to target consumers by demographics)

Newsbytes News Network , p N/A

November 02, 1999

Document Type: Journal (United States)

Language: English **Record Type:** Fulltext

Word Count: 546

ABSTRACT:

MatchLogic, an ExciteAtHome subsidiary, is launching the Enliven (based on Truematch Charter **Advertising** Program technology), a service that will let **advertisers deliver rich media ads** to targeted Internet **users** based on their **profiles**. Currently most online advertisers try to reach specific consumers based on Web site content, but the new service will allow for targeting based on consumer demographics. MatchLogic has a database with 72 mil consumer profiles. The technology would operate in such a way that a car maker, for example, could send an ad featuring one type of vehicle to a woman with children and another type of vehicle to a man with children simultaneously.

TEXT:

NEW YORK, NEW YORK, U.S.A., 1999 NOV 2 (NB) -- By Sherman Fridman, Newsbytes. The continuing effort to match Internet advertising with receptive consumers marched another step forward today with the announcement by ExciteAtHome (NASDAQ:ATHM) that its wholly-owned subsidiary, Matchlogic, has developed a program based on "Enliven with TrueMatch" technology, which will enable advertisers to deliver rich media advertisements that are "precision-targeted" to consumer profiles.

According to ExciteAtHome, most online advertisers today target their advertisements based upon the content of a given Web site. If advertisers feel that the Web site appeals primarily to teenagers, then they will consider placing teenager-targeted ads on the site.

Company Names: EXCITE@HOME CORP; MATCHLOGIC INC (EXCITE@HOME CORP)

Industry Names: Business services

Product Names: Advertising NEC (731900)

Concept Terms: All company; All product and service information; E-Commerce; Product introduction

Geographic Names: North America (NOAX); United States (USA)

11/5/12 (Item 2 from file: 16)
DIALOG(R)File 16: Gale Group PROMT(R)
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06316749 **Supplier Number: 54553420 (USE FORMAT 7 FOR FULLTEXT)**

RealNetworks Announces a Rich Media Advertising Application for RealSystem G2.

PR Newswire , p 3290

May 5 , 1999

Language: English **Record Type:** Fulltext

Document Type: Newswire ; Trade

Word Count: 1200

Publisher Name: PR Newswire Association, Inc.

Company Names: *G2 Advertising; RealNetworks Inc.

Geographic Names: *1USA (United States)

Product Names: *7311000 (Advertising Agencies); 7372680 (Internet Software);
7372692 (Video Server Software)

Industry Names: BUS (Business, General); BUSN (Any type of business)

SIC Codes: 7311 (Advertising agencies); 7372 (Prepackaged software)

NAICS Codes: 54181 (Advertising Agencies); 51121 (Software Publishers)

Ticker Symbols: RNWK

Special Features: LOB; COMPANY

13/5/6 (Item 2 from file: 610)
DIALOG(R)File 610: Business Wire
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00160687 19991220354B0400 **(USE FORMAT 7 FOR FULLTEXT)**

**Quantum Corporation Breaks New Ground in Personal Audio Recording Market;
Signs Agreements with Lydstrom and ReQuest Multimedia, Makers of Hard Drive-
Enabled Music Jukeboxes**

Business Wire

Monday , December 20, 1999 16:10 EST

Journal Code: BW **Language:** ENGLISH **Record Type:** FULLTEXT **Document
Type:** NEWSWIRE

Word Count: 766

Lead Paragraph:

MILPITAS, Calif., Dec 20, 1999 (BUSINESS
WIRE)

- The Consumer

Electronics Business Unit of Quantum Corporation's Hard Disk Drive
Group (NYSE: HDD) today announced it has signed agreements to provide
Quantum QuickView(TM) audio technology to Lydstrom Inc. and ReQuest

Multimedia -- makers of a new breed of home stereo music jukebox that allows music **listeners** to digitally **record**, organize and access

thousands of **songs** on Quantum hard disk drives. (Editor's Note: See separate **announcements** on Business Wire 12/20/99)

Quantum has pioneered technology for personal audio recording and storage as it has in the personal video recording market with companies such as TiVo and Replay Networks. Quantum QuickView audio technology provides consumers with the ultimate in music management features including instant recording, instant playback and instant access to any song recorded on a Quantum QuickView drive. Because there is no tape involved, there is no rewinding or fast forwarding to find a specific song. Instead, users benefit from instant access to any song they have recorded.

Company Names: quantum corp; INSTAT GROUP LTD; INSTAT LTD; INTERNATIONAL DATA CORP; INTERNATIONAL DATA GROUP INC; CONSUMER ELECTRONICS; STORAGE SYSTEMS INTERNATIONAL INC

Geographic Names: NEW YORK; USA; AMERICAS; NORTH AMERICA

Product Names: AUDIO EQUIPMENT; BACKUP DEVICES; COMPUTER PERIPHERALS; COMPUTER STORAGE; HARD DISKS; MULTIMEDIA; MUSIC; TECHNOLOGY DEVELOPMENT; CONSUMER ELECTRONICS ; COMPUTER HARDWARE; COMPUTERS; ENTERTAINMENT; LEISURE

Event Names: DISTRIBUTION CHANNELS; STOCKS AND SHARES; TECHNOLOGY DEVELOPMENT

13/5/9 (Item 1 from file: 16)

DIALOG(R)File 16: Gale Group PROMT(R)

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03327469 **Supplier Number:** 44602731 (USE FORMAT 7 FOR FULLTEXT)

Blazing a money trail toward interactivity

Advertising Age , v 0 , n 0 , p 46

April 18 , 1994

ISSN: 0001-8899

Language: English **Record Type:** Fulltext

Document Type: Magazine/Journal; Tabloid ; Trade

Word Count: 552

Publisher Name: Crain Communications, Inc.

Event Names: *600 (Market information - general)

Geographic Names: *1USA (United States)

Product Names: *4811500 (Specialized Telecommunication Services)

Industry Names: ADV (Advertising, Marketing and Public Relations); BUSN (Any type of business)

NAICS Codes: 51331 (Wired Telecommunications Carriers)

Advertising Codes: 85 Industry Market Data; 32 Marketing/Advertising Methods; 25 New Electronic Marketing

15/5/8 (Item 2 from file: 16)

DIALOG(R)File 16: Gale Group PROMT(R)

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02674131 **Supplier Number:** 43567282 (USE FORMAT 7 FOR FULLTEXT)

System gives consumers finger on music future

Hollywood Reporter , v 0 , n 0 , p 26

Jan 6 , 1993

ISSN: 0018-3660

Language: English **Record Type:** Fulltext

Document Type: Magazine/Journal ; Trade

Word Count: 415

Publisher Name: BPI Communications, Inc.

Company Names: *intouch group

Event Names: *330 (Product information); 270 (Retail & services management); 360 (Services information)

Geographic Names: *1USA (United States)

Product Names: *3651400 (Phonographs & Packaged Audio Systems); 5735000 (Record Stores); 7394390 (Misc Equip Leasing & Rental)

Industry Names: ARTS (Arts and Entertainment); BUSN (Any type of business)

NAICS Codes: 33431 (Audio and Video Equipment Manufacturing); 45122 (Prerecorded Tape, Compact Disc, and Record Stores); 53249 (Other Commercial and Industrial Machinery and Equipment Rental and Leasing)

Special Features: LOB; COMPANY

Advertising Codes: 57 New Products/Services

10/9/3 (Item 1 from file: 471)

DIALOG(R)File 471: New York Times Fulltext

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03887060 174939990412

MEDIA; Potential Profits Seen in Fan-Oriented Web Sites

SAUL HANSELL

New York Times , Late Edition - Final ED , Col 01 , p 8

Monday April 12 1999

Document Type: Newspaper **Journal Code:** NYT **Language:** English

Record Type: Fulltext **Section Heading:** SECTC

Word Count: 878

Abstract:

There is quiet resurgence of entertainment-based material on Internet and in companies

that think they can profit by offering it; biggest successes are derivative, coming from on-line extensions of music, television shows and movies that fans already know; photo (M)

12/5/1 (Item 1 from file: 35)

DIALOG(R)File 35: Dissertation Abs Online

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01599011 ORDER NO: AAD98-01027

ISSUES IN DESIGNING A DISTRIBUTED HIERARCHICAL STORAGE SYSTEM FOR CONTINUOUS MEDIA SERVICE (MULTIMEDIA, STORAGE HIERARCHY)

Author: WON, YOUJIP

Degree: PH.D.

Year: 1997

Corporate Source/Institution: UNIVERSITY OF MINNESOTA (0130)

Source: Volume 5807B of Dissertations Abstracts International.

PAGE 3753 . 183 PAGES

Descriptors: COMPUTER SCIENCE ; INFORMATION SCIENCE

Descriptor Codes: 0984; 0723

Recent advances in computing and communication technologies have made it technically feasible and economically viable to provide on-line access to a variety of information services over high speed networks. Particularly, convergence of various technological factors, namely in network access and in video coding and transmission, have recently brought a rapid growth of interest in on-line access to multimedia services. Large-scale provision of such service is attractive to end users as well as service providers. However, excessive bandwidth and space requirements of continuous media data have been a serious impediment to the wide spread usage of on-line continuous **media** services, especially in the **commercial** entertainment market. In this dissertation, we propose **distributed** hierarchical storage architecture as a promising solution to cost-effective service provisioning. The advantage of adopting a hierarchical storage architecture is its ability to assign the appropriate storage hierarchy to each file based on its the access frequency. However, success in using a storage hierarchy relies upon selecting appropriate operational parameters with a given **user** access **profile**. Our hierarchical storage system consists of primary storage, secondary storage, and tertiary storage. This dissertation analyzes the performance of the hierarchical storage system under various combinations of system attributes and develops a technique to find the minimum amount of resources in each level of hierarchies while satisfying certain operational constraints. The second part of the dissertation focuses on distributed service provisioning. Techniques are developed to exploit the geographical locality of reference and temporal locality of reference by introducing intermediate storages. Due to non-trivial network resource requirements, it is beneficial to put the data closer to the end user. To precisely compute the trade-offs between network resource consumption and storage resource cost, we develop a cost model which quantifies the aggregate resource consumption. On the basis of the cost

model, an algorithm which finds the efficient way of servicing a set of requests is developed. The observations and findings from the mathematical models are validated with the simulation studies.